

Attorney Docket No. 01145/LH

**IN THE UNITED STATES PATENT  
AND TRADEMARK OFFICE**

Applicant(s): M. INOUE et al

Serial No. :

Filed : Herewith

For : SYSTEM AND METHOD FOR  
DISTRIBUTING  
ADVERTISEMENTS

Art Unit :  
Examiner :

**PRELIMINARY AMENDMENT**

Asst. Commissioner for Patents  
Washington, D.C. 20231

S I R :

Please amend the above-identified application as follows:

**IN THE TITLE (page 1 of specification):**

Change the title to --SYSTEM AND METHOD FOR DISTRIBUTING  
ADVERTISEMENTS--.

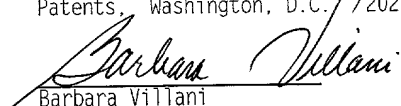
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**R E M A R K S**

The above amendment has been made to correct a spelling  
error in the title at page 1, line 1 of the specification.  
Attached hereto is a photocopy of page 1 of the specification  
with the correction to the "title" section of the specification  
indicated by handwriting, in compliance with 37 CFR 1.121.

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Barbara Villani

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No. 06-1378.

If the Examiner has any comments, questions, objections or recommendations, the Examiner is invited to telephone the undersigned at the telephone number given below for prompt action.

Respectfully submitted,

A handwritten signature in dark ink, appearing to be 'LH', is written over a horizontal line.

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LH/bv

1 DISTRIBUTING  
SYSTEM AND METHOD FOR DISTRIBUTING ADVERTISEMENTS

BACKGROUND OF THE INVENTION

Field of the Invention

The present invention relates to a system and method for distributing advertisements  
5 to a plurality of advertisement users, and more particularly, to a system and method for  
distributing advertisements which are selected in accordance with advertisement user  
attributes and advertisement provider attribute.

Description of the Related Art

Conventionally, each retail store in distribution industry registers sale data of any  
10 goods purchased by customers, using an ECR (Electronic Cash Register) or a POS (Point-  
Of-sales) terminal device as a sales-data processor. After each business transaction, the  
processor issues a receipt showing a detailed report of the transaction, and provides each  
customer with the issued receipt.

There are different attributes and characteristics, including business types, areas,  
15 dealing goods, particularly-demanded goods, age groups of customers, depending on each  
store. For sales promotion based on such attributes and characteristics, when issuing a  
receipt to a customer, the processor prints not only the detailed report of business  
transaction, but also other information including various messages for informing the  
customer of bargain sale, etc. In addition, the processor of each store provides the  
20 customers with a point-saving card or a bonus coupon, in accordance with the purchased  
amount or the like.

However, those messages which are the means used for the sales promotion are  
created by the stores. In this circumstances, such messages have not much contributed  
as means for the sales promotion. The providing of the coupons may have caused some  
25 customers to regularly purchase goods at the stores. However, the problem in here is  
that the so-far provided services or messages for the sales promotion can not make a  
variety of customers of a target age group(s) desire to buy and shop goods at the stores.